

The Popular

Two Shows Nightly—7:15 and 9:00 o'clock

NEXT MATINEE SATURDAY

The Lone Star Rush

A Realistic, Thrilling Photo-Play of the Great Australian Gold Fields in Five Parts

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ENLIST SCHOOL CHILDREN'S AID IN FIGHT FOR WIDER PUBLICITY

Pupils on Oahu Will Write to
Schools of Mainland to Work
Up Interest in Hawaii

"Even the children shall help!" is the idea with which Secretary A. P. Taylor of the Hawaii Promotion Committee is starting the publicity campaign with new vigor.

He has met with the approval of Superintendent of Schools H. W. Kinney, who in a conference with Mr. Taylor this morning, enthusiastically endorsed his plan and said that he would do all in his power to make the scheme a success.

Mr. Taylor plans to establish a promotion committee in every grammar school on the islands and in every other available school, and to these committees he will send the pamphlets published by the publicity agents of all lands. This morning a wagon load of such material, including descriptive pamphlets from India, Java, Fiji and other places of like interest, was turned over to Mr. Kinney.

When the pamphlets are in the hands of the school promotion committees they will be sorted into groups. For instance, one school will be given all the pamphlets on some city in the United States which has a particular interest from geographical or historical reasons, such as New York, Baltimore, Charleston or Boston. They will then write a series of letters to some of the schools in that city stating that they are going to hold a "Baltimore afternoon" in the school on a certain date and ask that further information be sent them at that time.

In return they will send a quantity of the Promotion Committee's material to the school in the States and request them to hold a Hawaiian day at the school in which a portion of the afternoon will be set aside and devoted to a series of illustrated talks to be given by members of the school, for it is thought once the idea is suggested, the different schools will willingly take it up and establish local promotion committees.

Another idea is this with the Promotion Committee's publicity work is a suggestion which was made by H. P. Wood, who writes to Mr. Taylor: "Your secretary should prepare a letter addressed to all school teachers in certain of the states in which you wish to operate, offering a trip to Hawaii from their home town. If the railroads can be induced to co-operate—if not, from San Francisco, to the person who within six months from say October or November 1, furnishes the committee with the largest number of clippings on Hawaii, newspaper and magazine, no duplication being allowed."

This might be tried out in two or three states or groups of states and will, I am sure, result in the reading of a great deal of material pertaining to Hawaii. The scheme can be extended according to the money or the credit at your disposal by including newspaper and railroad men, that is, offering a prize to the successful teacher as well as the fortunate newspaperman, also to the railroad or other public service official, who can send in the largest number of clippings."

Mr. Taylor says that the idea is a good one and may be used.

BRASCH'S BUYING
TRIP IS SUCCESS

Maurice Brasch, manager of Whiting & March, returned on the Wilhelmina from a very successful buying trip to Chicago and the East. During the two months he was away, Mr. Brasch, especially in New York, was offered the very pick of considerable brocade garments and accessories for ladies and children, and already many of the changes he made have sold out. He reports that international conditions were very favorable and in America there would even much larger cities would like to buy.

WHY'S "GETS-IT" FOR
CORN'S LIKE A KISS?

Because Everybody Likes It. Everybody Likes It. It's Painless and Takes but a Moment to Apply.

"Gets-It" is the wonder of the corn-patched world. Millions say so, because millions have used it. That's what makes it the biggest selling corn.

Because It's My Kid's Darling Art
Beauty Remedy. It's a Corn Patch
Remedy on earth today. "Gets-It" will
barely get that corn or callus you've
been trying for a long time to get rid of—
take it right off "clean as a whistle."
Apply it in two seconds—
your sticking and shoe right over it.
It's nothing to stick, nothing to hurt, it
needsn't fuss with thick bandages to
make a package out of your toe
nails, razors and scissors, no tape,
no trouble. It's simplicity itself, sure,
quick, painless. Try it also for bun-
ions and warts.

"Gets-It" is sold at all druggists, 25¢
a bottle, or sent direct by E. Lawrence & Co., Chicago. Sold in Honolulu
and recommended as the world's
best corn remedy by Benson, Smith &
Co., Ltd., Fort and Hotel streets, Hollister
Drug Co.—Adv.

Last night Junction of
"Get-It" at Pawai
Junction. A
Transit
with
an
eo mon-
boycott on

uses. It is
side that the
could be con-
large enough
in question,
course has
to show that
or more
Beretania
an... At least one feature will
a collision, Labor Day next Monday, for the
board of car users have planned a family
Kalihi line, and on the Peninsula at Pe-
of car No. 42 of the auspices of Cour-
Waiialea run.

DANIEL LOG

"Are You a Mason?"

A SCREAM FROM START TO FINISH

Kathlyn Williams

In

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"Up-to-the-Minute"

Prices: 10, 20, 30 Cents

TONIGHT

TONIGHT

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In order to make room for the enormous stock of
Oriental Goods now on the water between Honolulu
and Yokohama
Our present stock must be reduced. For two weeks we offer a real
bargain on every article in the store. Time to make your purchase.

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